

from the studies that guided all creative development was that North Carolinians in the target audience preferred literal

and thematically consistent messages to subtle or nuanced ones.

Implementing the Strategy— A Five Year Chronology

1998-1999

CREATIVE CAMPAIGN

- Intermediary brochures to inform about the campaign
- Billboards in 62 counties with the highest CVD death rates
- Radio advertising
- Developed web-site at www.startwith-yourheart.com

OTHER PARTNERSHIPS

- Bristol Myers Squibb provided printing for intermediary brochures

1999-2000

NEW RESEARCH

- PRIZM data from CDC provided lifestyle and media-use data for key audience clusters in target counties, providing guidance for campaign and creative planners.

CONTINUATION OF CAMPAIGN

- 30-40 billboards
- Bus Wraps—Raleigh, Winston-Salem, Charlotte
- Intercept survey in Raleigh—ads remembered with some message recall
- Radio commercials—Charlotte, Greenville, Raleigh
- StartWithYourHeart.com launched; generated approximately 500 average monthly hits

PARTNERSHIPS

- Subway take one and counter cards continued

Subway radio and TV tagging—18 weeks, \$560,000 value

In 2000 co-sponsored messages reached over 7 million households in N.C.

Additional distribution of 300,000 brochures with Subway coupons to public health and health care outlets

Bounce-back response of 3,000 cards

- N.C. Cooperative Extension partnered to distribute additional counter cards/brochures
- N.C. Nutrition Network became a partner. It provided match funding from USDA for nutrition and physical activity messages reaching food stamp-eligible populations



Public awareness
campaign Phase II
billboards

SUBWAY PARTNERSHIP

- Created public-private partnership criteria and agreement
- Created counter cards with holder and take-one brochures including mail-back card for Subway stores, physicians' offices, and health departments
- Window slicks
- Tagged radio and TV commercials